

## ABSTRACT OF THE DISCLOSURE

A system for and method of implementing mobile commerce in a satellite radio broadcasting system. A unique program identifier is associated with each program segment of a broadcast. When a listener hears a program segment of interest, the listener causes the associated program identifier to be captured and thereafter to be transferred to a central location or hub. The transferring operation can be accomplished manually, via a media link or via a wireless network. Upon receipt of the program identifier at the central hub, the program identifier is used to determine information about the listener, obtain additional information regarding the program segment associated with the program identifier for the listener and/or initiate an e-commerce transaction involving the listener and/or other parties including merchandisers and advertisers.

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